

BOOK OF DAYS '94 FLOWCHART												
Revision 1 (3/10/94)	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
WEEK STARTS MONDAY	3 10 17 24 31	7 14 21 28	4 11 18 25 2 9 16 23 30	2 9 16 23 30 6 13 20	27 4 11 18 25 1 8 15 22 29	5 12 19 26 3 10 17 24 31						
Issue Creative Briefs	X											
BOOK DEVELOPMENT:												
Finalize Vendor	X											
Focus Groups		X										
Finalize Items	X											
Present Mo. Layout & Cover		X										
Prototypes LBCo. for shoot		X										
Approve Prototype Specs.			X									
Forecast Redemption			X									
Photoshoot (2/25)			X									
Item Descriptions/Specs to PM (w/o 2/28)			X									
Give Working Women Copy Direction			X									
Issue P.O. (3/20)				X								
Review & Pick Selects				X								
Present Final Tie-in Partners				X								
Final Tie-in Partners Approved				X								
LBCo. to Present Book Comps				X								
Present Book Comps to Working Women				X								
Review with PM Legal/Trademark				X								
Finalize Working Women Copy (4/1)				X								
Copy Deck to PM (3/28)				X								
Review with PM Legal/Trademark				X								
Review Copy Deck w/Working Woman				X								
Coupon Layout Approved					X							
PM Approve Copy Deck (5/10)					X							
DOC/Ps Sent to PM For Approval (5/31)					X							
Copy ADisk due (5/6)						X						
Begin Retouching Visuals (-)						X						
Final Filmwork & Proofing (-)							X					
Print Books (6/13)								X				
Books Completed (6/15)									X			
Books Due PM Express (6/15)										X		
In Field (10/3)											X	

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